"A STUDY OF IMPACT OF SOCIAL MEDIA WITH LEARNING HABITS OF SENIOR COMMERCE COLLEGE STUDENTS WITH SPECIAL REFERENCE TO LATUR DISTRICT"

A

Ph. D.

Synopsis

Submitted to

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Introduction-

Social media has been defined as a collection of internet, websites, services and practices that support collaboration, community building, participation and sharing. Social media is a virtual platform this platform helps people to make new connection to improve friendly relations with other humans and to exchange information. Today we can see education institutions adopting these developments into their system and relying on group resources and mechanism to improve student life. Social media helps students, teachers, and parents in education. It gives useful information to connect with convenient educational system via learning groups. Social networking makes easy to student for improve learning methods with multiple opportunities. By using social media in education is that you learn who the experts are in different field and subject.

A Learning colleges have the ability to connect students through social media networks such as face book, Google plus groups and YouTube these channels can be used to communicate campus news, make announcements and provide student with useful information. This builds engagement between college and students which help tackle many students issues through the group interactions. Whether students are working on an assignment, working on a project or trying to gain more insight on a subject. Some of the best information and results can be extracted from social media.

Learning management system is a networking software that delivers education programs and gives institutions other administrative activities. social media learning in LMS can include instant chat functions, video, forums to share info and other lesson resources to help students. Students are using various online tools to cater to different requirements. It will not be wrong to say that social media and education goes hand in hand in the modern world. With the digital age, social media has become an important tool not only for

communication and marketing but also in the field of education. The lockdown phase during the covid-19 has witnessed closure of various educational institutes. Learning social media the only place for students to interact. Live lectures are now possible because of social media. You can attend a lecture happening in America while seating in India.

Teacher also use social media as a medium to get new resources to support their lessons activities to teach particular concepts, bulletin board ideas, and information on new apps to do a follow up of certain topics as well as to network and know what is happening in colleges all over the world. Today both social media and technology have become an indispensable part of our lives.

Social media use has both positive and negative effects on education and students learning. Enhance learning and education, boost academic performance is the positive impact and causes distraction and impact on health is the main negative impact of social media on education and student learning.

Statement of problems -

The subject of my research study is "A study of impact of social media with learning habits of senior commerce college students with special reference to Latur district".

The world today is a global market in which the social media is the most important source of information. The growth of social media is increase day by day. Therefore the present study aims at to know the impact of social media on students learning habits. This study will throw light on the which social media platform is used student for the learning. This study will also throw light on the positive and negative effects of social media on education and students learning. Major senior commerce colleges in Latur are listed below:

Sr. No	College Name	Taluka
1	Rajarshi Shahu College, Latur	Latur
2	Dayanand Commerce College, Latur	Latur

3	Mahatma Basweshwar Commerce College, Latur	Latur
4	Sambhaji College, Murud	Latur
5	Mahatma Gandhi College, Ahmedpur	Ahmedpur
6	Shivaji College, Renapur	Renapur
7	Azad College, Ausa	Ausa
8	Maharashtra Udaygiri College, Udgir	Udgir
9	Maharashtra College, Nilanga	Nilanga
10	Bhai Kishanrao Deshmukh College, Chakur	Chakur
11	Rasika College, Deoni	Deoni
12	Sambhaji Kendre College, Jalkot	Jalkot
13	Shivneri College, Shirur Anantal	Shirur anantpal

Talukas in Latur District:-

1) Ahmedpur
2) Ausa
3) Chakur
4) Deoni
5) Jalkot
6) Latur
7) Nilanga
8) Renapur
9) Shirur Anantpal
10) Udgir

There are 10 talukas in Latur district.

Need and significance of the study –

Social media not only provides students access to useful information but also connects them with learning groups and other educational systems that make their overall learning process more interesting and engaging. Social media is also a medium where students can establish beneficial connection for their careers. By using social media network students learn new digital literacy skills though Latur is developed region, a popular educational hub. Various senior commerce colleges in Latur district. Social media is the platform where education institutes and prospective students interact. To understand the impact of social media with learning habits of senior commerce college

students and problem occurred while using social media the present study is the need of time.

Objectives of the study -

1) To ascertain the relationship between social media usage and study habits among senior commerce college students.
2) To study the perception of senior commerce college students toward social media.
3) To study the growth and development of social media in Latur district
4) To examine the level of student addictions to social media and the influence on their learning habits.
5) To provide deeper understanding of social media potential implications for learning habits of students.

Hypothesis of the study -

1) All social media platform are not equally preferred by students for learning habits.
2) There is positive and negative impact of social media on students learning habits.
3) There is growth in use of social media platforms for academic purpose.

Research methodology and data collection -

The Webster's international dictionary purposes a very inclusive definition of research as "a careful or examination in seeking facts or principles diligent investigation in order to ascertain something.

The methodology for conducting research is based on data that is collected from primary as well as secondary sources as mention below.

Primary data -

The primary data are those which will collected for the first time. Structured questionnaire, personal interviews and observation techniques are used for collecting the primary data. A sample of 1,948 respondents will be collected from research area.

Secondary data -

The secondary data are those which are already available for the study. News related to social media, information from T.V and internet, journals, periodicals are used for collecting the secondary data.

Sample universe and sample size -

Sample universe –

The sample universe includes the senior commerce college students in latur district. There are 9,740 students in Latur district.

Sample size -

In this study 1,948 respondents selected as sample.

Data analysis –

The researcher has analyzed the data with the help of simple statistical tools like averages, percentages and ratios for the sake of deriving at some conclusions and findings. The data has been presented with the help of different tables, graphs and charts for the sake of explanation.

Limitations of the study -

1) No study is complete in all aspects, there are some aspects and issues. Which could not be covered in this study due to certain limitations. The study is restricted in Latur district only.
2) The study will be based on sampling method not on census method so that this is difficult to cover all senior commerce college students.
3) The study is limited only senior college students of commerce faculty, not include the other faculty students, school students and junior college students.
4) All social media networks of learning are not covered in this study.

Scope of the study -

The aim of the study is to understand the impact of social media with learning habits of senior commerce college students in Latur district.

Geographical scope -

This study will be limited to the senior commerce college students in latur district.

Operational scope -

The research cover different kind of social media networks. In research study I will consider the face book, YouTube, whatssapp, twitter, instagram etc. the scope of the study is limited to 8 social media networks.

Periodical scope -

Periodical scope for this research will be 5 years from 2018 to 2022. If necessary past reference will be used.

Chapter scheme for study -

1) Introduction
2) Review of literature
3) Research methodology
4) Positive and negative impact of social media on education
5) Data analysis and interpretation
6) Findings, conclusion and suggestions

The above chapter scheme is tentative. Depending on the actual research work it may change in the course of the study.

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